

National Perspective on Broadband and Digital Inclusion

Indiana Broadband Summit

Sarah Chesemore
May 30, 2013

Future of Libraries, Communities, and Digital Inclusion

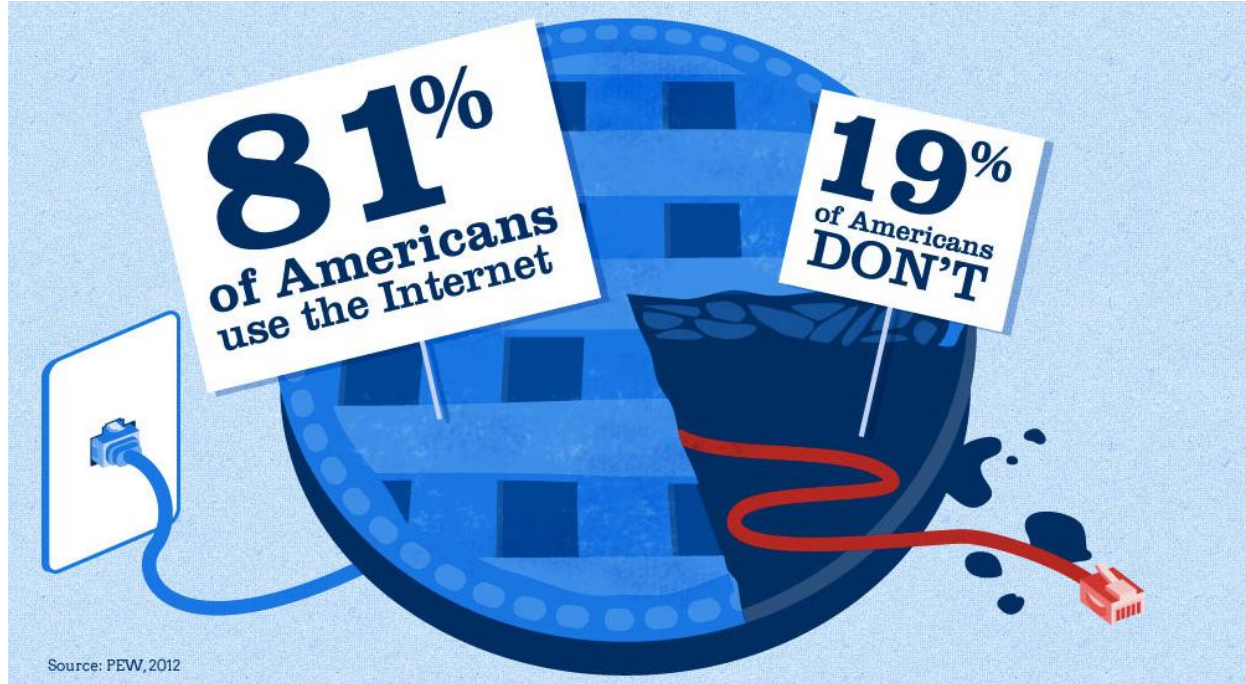
“All people, businesses and institutions will have **access to digital content and technologies** that enable them to create and support healthy, prosperous and cohesive **21st-Century communities**”

(IMLS 2011)



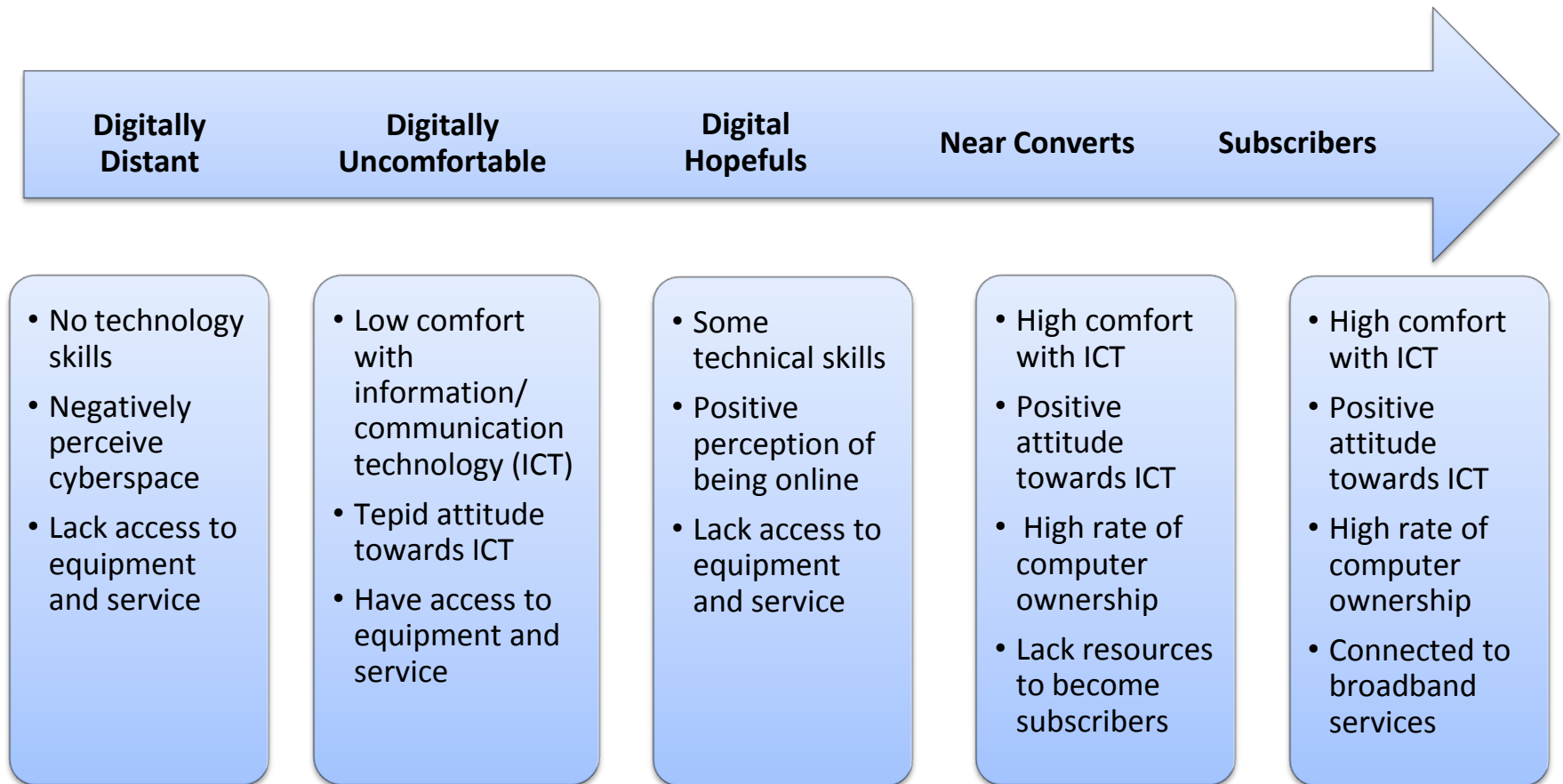
An occasional paper on digital media and learning

Confronting the Challenges of Participatory Culture:
Media Education for the
21st Century



100 Million Americans have not adopted
broadband Internet in the home
62 Million Americans do not use the Internet
at all

Who's not online?



Adapted from work by John B. Horrigan, Ph.D., Director,
Media and Technology Institute, Joint Center for Political and Economic Studies

WHY IS LIBRARY FUNDING CRITICAL?



1 in 3

(Ages 14 - 77)

Americans use
public libraries for
free internet access.



1 in 2

(77 million)

people who visit
the library use
the internet.



2 in 5

(19 million)

low-income
Americans rely on
library internet access.

WHAT DO PEOPLE DO ON THE INTERNET?



42%
(32 million)

use library internet
for **EDUCATION** and
training help.



40%
(30 million)

use library internet
to assist with **CAREERS
AND EMPLOYMENT.**



37%
(28.5 million)

use library internet
to research **HEALTH
AND WELLNESS.**

WHAT CAN FUNDING **HELP IMPROVE?**



76%

of libraries need **MORE
WORKSTATIONS.**



45%

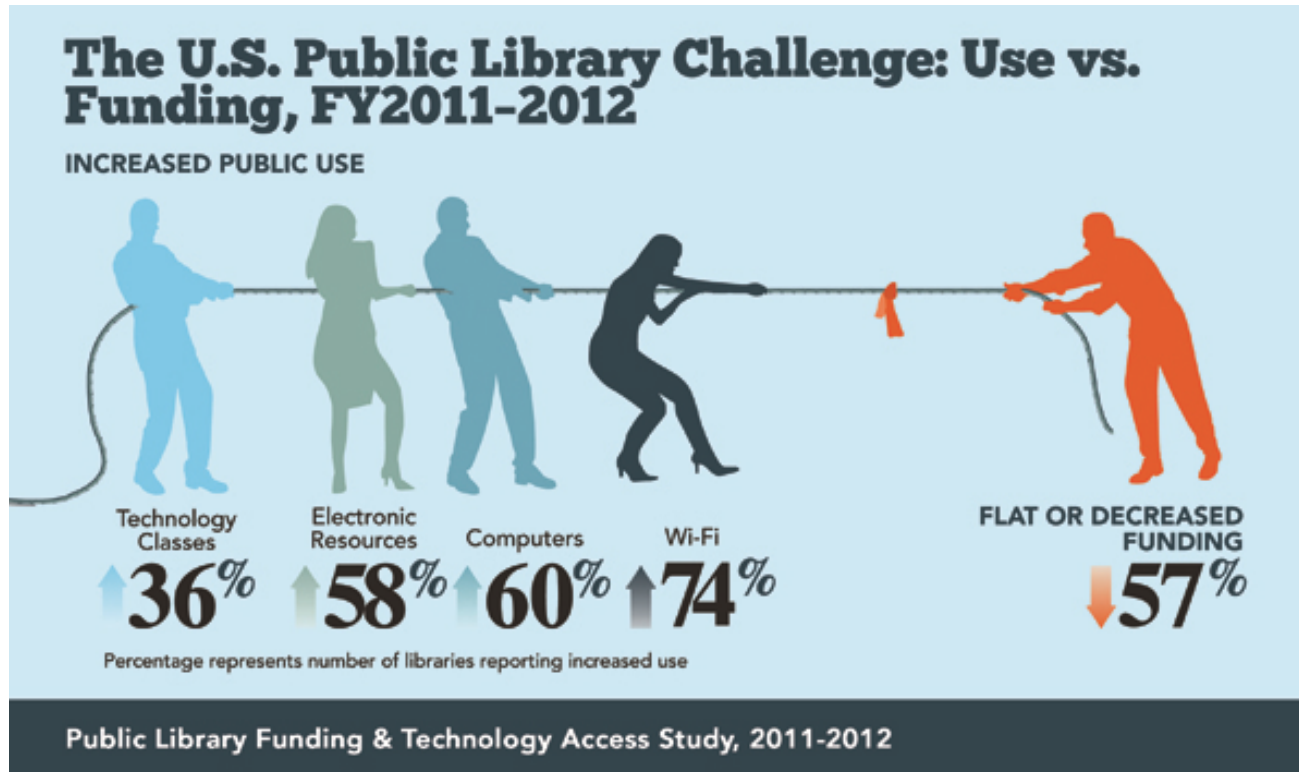
of libraries need
**FASTER CONNECTION
SPEEDS.**



80%

of libraries need to
REMOVE TIME LIMITS
on workstations.

The Public Library Challenge



Why It All Matters

Libraries: changing lives, transforming communities



“Libraries, like education, are the great equalizer.”

Building Digital Communities

Key Principles

Access

Availability

Affordability

Design for
Inclusion

Public Access

Adoption

Relevance

Digital Literacy

Consumer Safety

Application

Economic &
Workforce
Development

Education

Health Care

Public safety

Civic
Engagement

Social Connection

Application

Benefits of a Digitally Literate Community

Civic Engagement

35% of people seek information online **about local government**



43% of people seek information online about **local transportation**

54% of U.S. adults went online to get news or information about the 2010 midterm elections



Workforce

8 out of 10 Fortune 500 companies today require online job applications



Using the Internet to look for a job **reduces average unemployed time by 25%**



50% of today's jobs require some tech skills – this is expected to **grow to 77%** in the next decade

Economic Development

The internet accounts for **21% of GDP growth** in the last 5 years in mature countries



Internet usage results in a **10% increase** in productivity for small & medium businesses



51% of adults that get news and information about restaurants rely on the internet for that information



Health



67% feel that easier access to medical information online has made them **better informed as a patient**

80% of internet users have looked online for health information



Electronic Health Records and Remote Monitoring tech alone could create over **\$700B** in net savings over 15 - 25 years

Education

Almost half of college students take at least one class online



8 out of 10 teachers say that elearning increases student engagement and quality of work



There have been over **1 million** K-12 enrollments in online courses



Applications of the Future



US Ignite

- 60 next-generation **applications**
- Focused in **6 national priority areas**: healthcare, education, public safety, energy, transportation, and advanced manufacturing.
- 200 community **test beds**
- Coordinate **best practices**

Libraries Getting Involved

OUR PROCESS



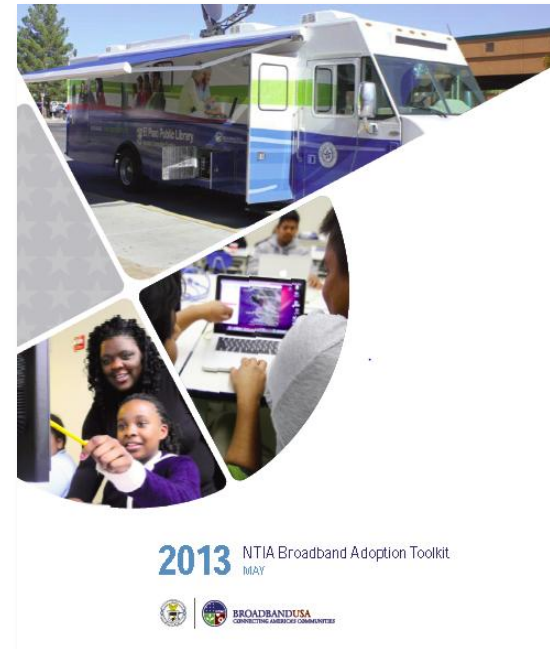
- Intersection of people, technology and information
- Engage with Center for Digital Inclusion (Univ. of Illinois)
- Inform application development and participate in testing

Adoption

Broadband Adoption Toolkit

Many practical ideas and tools for program planning, outreach, training and curriculum.

- Make digital literacy programs relevant by **teaching skills that can change people's daily lives.**
- Partner with established community organizations that **people know and trust** to help engage hard-to-reach populations.
- Provide **convenient times and locations** for broadband training and computer use to ensure easy access.



What do we mean by digital literacy?

Digital Literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills.

- ALA Digital Literacy Taskforce, 2011



How are public libraries leading the way to digitally literate communities?

“**Training** on how to use the Internet is critical to closing the digital gap. Of the efforts on the ground, digital literacy courses held at local **public libraries were the most effective...**”

- Knight Foundation



>90%

Offer formal or informal training

38%

Hold formal training classes

28%

Offer 1:1 training by appointment

79%

Provide point-of-use assistance

30%

Provide access to online training

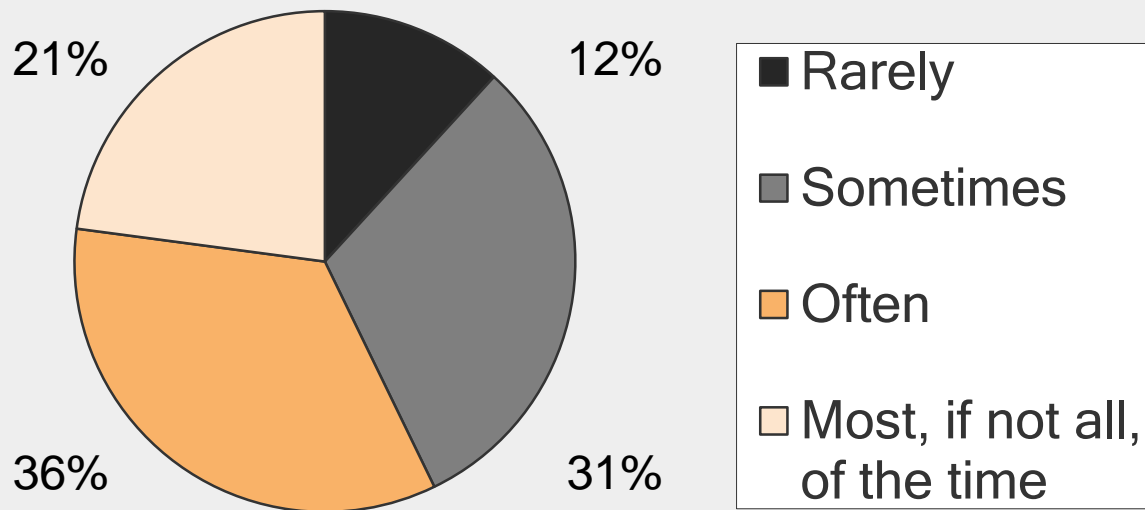
How does this training tie back to application and community benefits?

Formal Training Topics

General Internet use and computer skills	93%
General online and web searching	82%
General software use	80%
Online job seeking and career info	48%
Safe online practices	36%
eGovernment	30%
Online medical info	25%

Significant Unmet Training Demand

How often are you able to provide training for the technology and digital literacy topics needed or requested by patrons?



Typical Constraints to Expanding Training and Assistance

- Lack of staff, volunteer and/or partner time to provide additional training (4.0)
- Limited number of computers or other devices for training sessions (3.3)
- Inadequate space or space limitations for holding training sessions (3.3)
- Recruiting volunteers and partner trainers (3.0)
- No staff, volunteers, and/or partners with content knowledge or comfort with training topic (3.0)

State Library Guidebook:
Support for Digital Literacy
in Public Libraries



Digital Literacy Training Resources



CONNECT TO THE DIGITAL WORLD

Free learning tools to help technology work for you.



LEARN



Ready to connect to new opportunities? Tools to help you feel comfortable and confident with technology.

HELP LEARNERS



Ready to help others? Join an online community of individuals working to support digital literacy for all.

Why digital learning?

Want to share and teach digital skills? Join the movement that is bringing digital skills to every corner of the U.S.



[Video title can go here](#)

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[Video title can go here](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce pharetra justo non erat condimentum. Morbi ut ante mauris eget vulputate orci. Donec id purus est.

TEACH

 search the community

Join an online community!

Share ideas, best practices, and resources related to helping people attain new digital literacy skills. This is an area of DigitalLearn.org where individuals and organizations that help digital literacy learners can support and learn from one another.



Looking to volunteer? [Let us help match you with an organization](#) ▶

Login to the Community

[Forgot password?](#)

First time here?

[Home](#) > [Teach](#)

Community Activity

View: Active Threads ▼



ALL



DISCUSSIONS



BLOGS



FILES



EVENTS



Computer Security Tips

by [Meg Cronin](#) | 1 day ago
in [Computer Security](#)

Lorem ipsum pharetra justo non erat condimen tum facilisis. Lorem ipsum dolor sit amet, cing elit. Fusce charatra justo non erat condimen tum facilisis. Lorem ipsum dolor sit amet, cing elit. Fusce charatra justo non erat condimen tum facilisis.

Join a Group!

Local Groups

[Champaign-Urbana](#)
about 2 miles from you

[Bloomington-Normal](#)
about 45 miles from you

Interest Groups

[Computer Security](#)
last active 2 hours ago

everyoneon

Worcester Public Library



everyoneon
Promoting the importance of digital literacy skills

Computer and Technology Open House

Thursday, March 21
10:00 a.m. - 4:00 p.m.
Main Library
Event is free and open to the public.

Open Lab & Technology Petting Zoo

Learn about email, resume writing, online job applications, Microsoft Word, social media, various digital devices, e-readers, tablets, laptops, digital books and more!
Bring your own devices for questions.

For more information please call: 508-799-1655, visit worpublic.org and our Facebook page.

In partnership with the AOL Council, "Everyone On" is powered by Connect2Compete, a national nonprofit organization bringing together teachers from communities, the private sector, and leading foundations.

Training Locator Tool

Training Sites

Help is just around the corner. If you are interested in learning how to video chat with family, looking for work, or start using the mouse and keyboard, Connect2Compete has the best collection of sites to find computer access and free in-person training support.

To begin, enter a city, state, or zip code below. Then press the GO button to continue.

Chicago

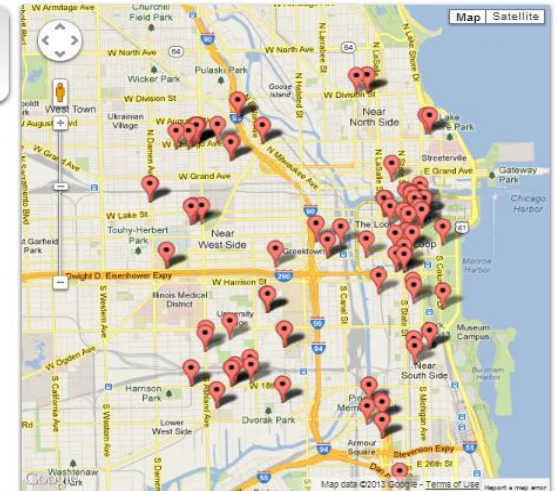
Wifi: ☐ Training: ☐

Federal Plaza
Distance : 0.1 miles
230 S Dearborn St
Chicago, IL 60604-1505
[DETAILS](#) | [DIRECTIONS](#)

Chicago Public Library-harold Washington-hwlc
Distance : 0.1 miles
400 S State St
Chicago, IL 60605-1203
[DETAILS](#) | [DIRECTIONS](#)

Ymca Of Metropolitan Chicago
Distance : 0.2 miles
11 E Adams St
Chicago, IL 60603-6301
[DETAILS](#) | [DIRECTIONS](#)

< 1 2 3 4 5 ... >



Access: Libraries and Broadband

Libraries as Internet access providers

- 62% offer only “free” Internet access in their communities
- 91% offer wireless access
- Internet speeds remain insufficient (42%)



Changing digital landscape

- More interactive, multi-media intensive applications
- Cloud-based (or hosted) services
 - Vendor hosted ILS
 - Database subscriptions
 - Local library content

Moving to High Capacity Broadband

Ensuring adequate internet access for library patrons is the top priority for public libraries*

- Over one-third of libraries report offering connection speeds greater than 10 Mbps in FY2012
- In Nebraska, 101 libraries upgraded connectivity moving from an average of 2.9 Mbps to 21.4 Mbps
- In Delaware, all library sites upgraded broadband connections from 10 Mbps to 100 Mbps
- The DC public libraries increased broadband speeds from 10 Mbps to 1 Gbps

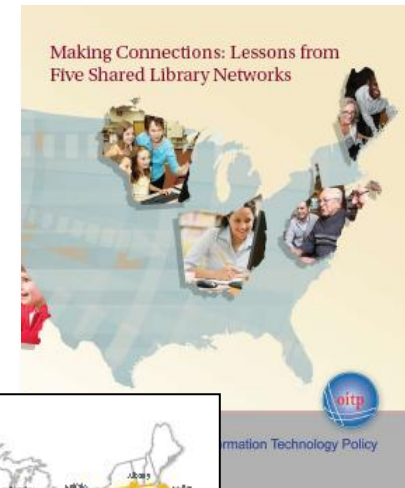
U.S. UCAN, State Networks, and Libraries

National Broadband Plan

Expanding the R&E network model to other community anchor institutions will offer tremendous benefits:

- Collaboration and aggregation works
- High speed and affordable bandwidth
- Network engineering and IT support
- Procurement and contracts

Internet2 creates U.S.UCAN



Inclusive Gigabit Libraries: Learn, Discuss, Brainstorm

Center for Digital Inclusion*

- Consider how gigabit libraries can help to build digitally inclusive communities
- Lively interactive discussion based on living case studies
- Understand the technology
- Dream of opportunities
- Confront the challenges
- Collaborate to build a community to support innovation



* Graduate School of Library and Information Science, University of Illinois Urbana-Champaign

Redesigned Spaces for Public Access

Urbana Free Library


GRADUATE SCHOOL OF LIBRARY AND INFORMATION SCIENCE
The iSchool at Illinois

Home » Newsroom » 2012 » Wolske, volunteers transform public computing lab at Urbana Free Library

Wolske, volunteers transform public computing lab at Urbana Free Library

Filed under: [Librarianship](#), [Social and Community Informatics](#), [Martin Wolske](#), [participatory design](#), [public libraries](#), [social and community informatics](#)
Posted: Dec. 13, 2012

This fall, Martin Wolske, senior research scientist for the [Center for Digital Inclusion \(CDI\)](#) and adjunct lecturer at GSLIS completed a redesign of the computer lab located on the second floor of the Urbana Free Library (UFL). Preliminary redesign plans derived from Wolske's Community Informatics Studio class through which students created partnerships with local community organizations and libraries to design, apply, and lead technology workshops that addressed the needs of each institution. The planning and building of the UFL lab occurred over the course of several months and with the help of numerous volunteers, the lab is complete!




HEADLINES

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4th Floor @ Chattanooga Public

Extending Reach Into Communities

Mobile Lab



CustomTechMobile



Taking The Internet Home

**PROV
COM
LIB**.ORG

Providence **Community** Library

OUR NEIGHBORHOOD LIBRARIES



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Computer Classes

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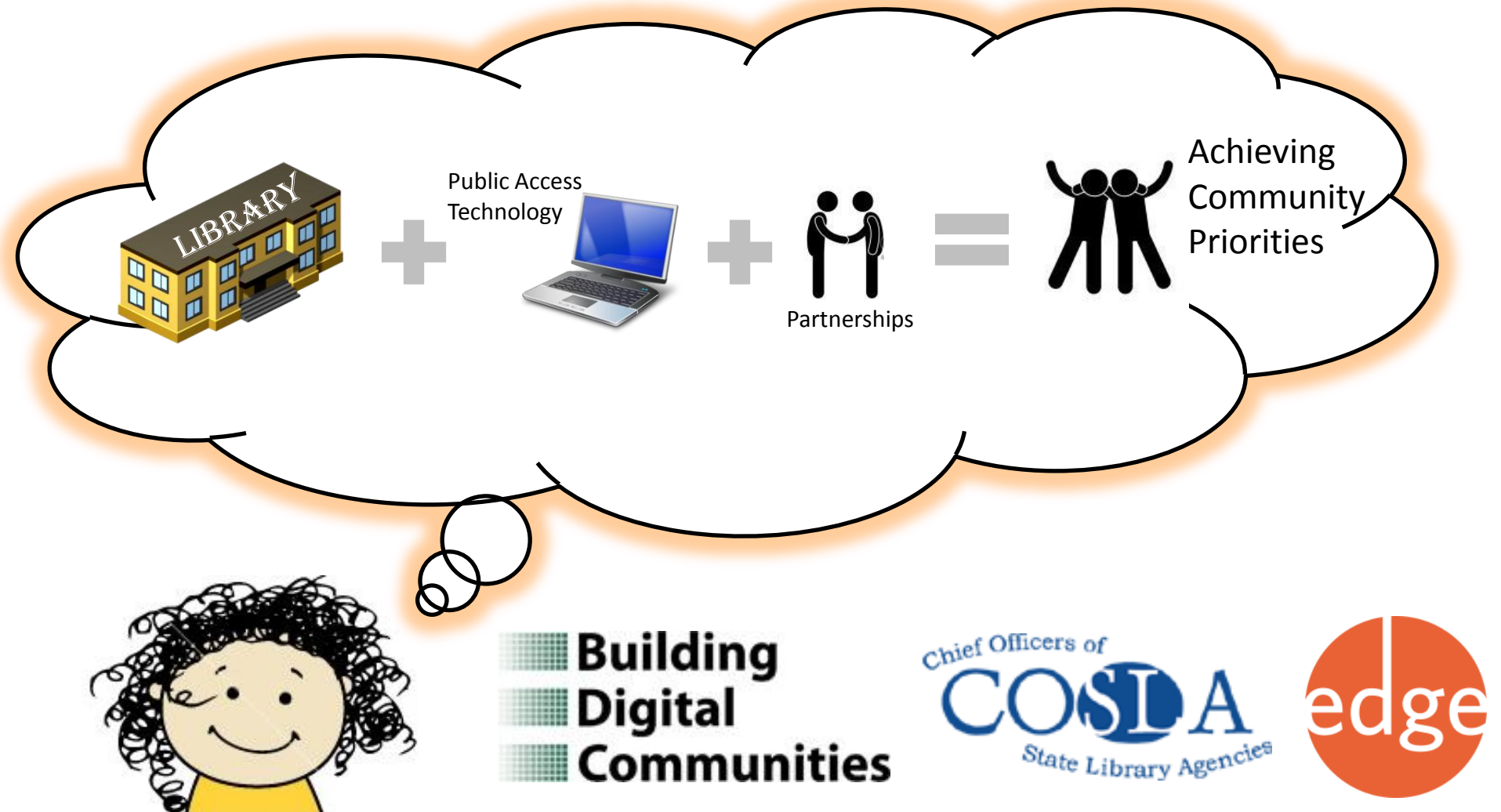
en español

**Stop at your library and...
take the Internet home with you!**

Stop at Mt Pleasant Library and check out a pocket-size wifi device that will allow you to use the Internet on your computer or other wireless device for free!



Looking Outward, Upward, Inward



“We need libraries and librarians to be leaders building a community-wide digital inclusion solution”.

Angela Siefer, OCLC on Building Digital Communities